

STAGING WITH STYLE NYC



We beautify homes that attract the right buyer for high resale value and less time on the market.

ABOUT ELLEN SILVERMAN

Although Ellen has worked in financial services firms for twenty-five years as an analyst and consultant, her friends and family have always counted on her for help with interior decorating. It just came naturally and it was something she loved to do.

She was fortunate to be raised with good taste and design sense. One of her impressionable childhood memories was the family's interior decorator from W & J Sloan, an upscale furniture store in midtown Manhattan. Even though her mother had impeccable taste, she never made a decorating decision without consulting this design expert.

Ellen also loves to shop and explore all kinds of stores in New York City as well as abroad. She gets creative inspiration from color, fabrics and style and loves the process of experimenting with furniture placement and mixing existing pieces with accessories, fun accent walls or vintage finds from flea markets.

ABOUT STAGING WITH STYLE NYC

Whatever the square footage, buyer demographic or neighborhood, Ellen works with existing furniture, accent pieces, art and accessories, taking into account the target buyer and always with a strict adherence to a client's budget and tight deadlines.

The home staging process begins with a 2-hour consultation. Ellen provides design and decorating modifications and prepares a proposal that includes the specific tasks and shopping items required for staging. Recommendations include:

- Decluttering
- Furniture Placement
- Furniture Selection
- Paint Color Selection
- Lighting
- Art Hanging
- Shopping
- Third-Party Resources

Clients understand each step that is needed to transform their home into a beautifully staged sanctuary that buyers will fall in love with.

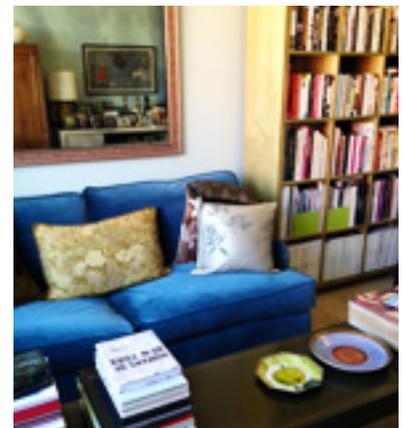
If your New York or New Jersey house needs to be staged in the New York City, Manhattan, Brooklyn, Queens, Bronx, Jersey City and Hoboken areas contact Ellen Silverman today.

Contact: Ellen Silverman

Phone: 917-570-5042

Visit: www.stagingwithstylenyc.com

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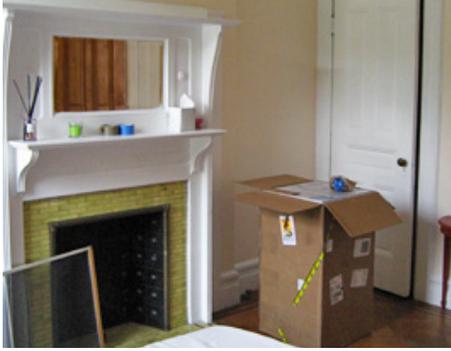


Serving the following areas:

State of New York & New Jersey: New York City, Manhattan, Brooklyn, Queens, Bronx, Jersey City, Hoboken, Saltire NY, Fair Harbor NY and Ocean Beach NY.



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This master bedroom in a prewar brownstone on Convent Avenue in Harlem needed a complete makeover. On a shoe string budget, we transformed the space using the client's existing furniture, accessories and art and bought some other accent items from Ikea. We re-ignited some life and old world charm into this city landmark.

The kitchen in this Harlem condo had beautiful fixtures but looked bland and needed some punch. We painted the door of the washer/dryer closet a dark brown with white accent lines and added accessories. Unfortunately, the small boxy condos that are built in the city these days rarely have foyers, so we added a rug to create the illusion of a foyer.



The living room in this Upper West Side Manhattan coop was so cluttered that no prospective buyer could appreciate its classic details. We streamlined the book cases and replaced the wall of photos with two large mirrors. This apartment was on the market for several months and viewed by over 30 potential buyers. Once it was staged, the real estate agent received two offers right away and a bidding war ensued.



Having bought and sold various apartments in New York City, whether it was a 300 square foot studio in Greenwich Village or a 1,000 square foot Upper West Side coop Ellen Silverman understands that buying a home is an emotional experience and for most people, the biggest expenditure of their life.

It is therefore crucial when putting a home up for sale, to have it beautifully staged and to make a lasting impression on a potential buyer.

When you're ready to have your New York City home staged with style, please contact Ellen at 917-570-5042 or email for a consultation.

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